



**NEW YORK CITY
COLLEGE OF
TECHNOLOGY**

THE CITY UNIVERSITY OF NEW YORK
DEPARTMENT OF COMMUNICATION DESIGN

Course Syllabus

COMD1127 Type and Media - Sec. D036 Fall 24

In Person

Mondays & Wednesdays • 11:30 AM - 2:00 PM • Room P-112

Professor John Battista De Santis jdesantis@citytech.cuny.edu

Office Hours: Mondays & Wednesdays • 11:00AM-11:30AM • Room P-112

John Battista De Santis

Teacher Statement:

As a creative director, art director, designer and illustrator I have always had a keen interest in integrating education and multidisciplinary design studies into varied work environments. By combining disciplines such as design principles and interpersonal skills my goal is to develop multifaceted designers.

In a classroom or studio I strive to teach the professional rigors of design thinking and the realities of creative design combined with client expectations. The ultimate goal is to impart practical, professional creative thinking and communication to students.

Course Description

Advanced typographic design principles. Typographic applications for print and motion graphics are explored, as well as integration of design and production in the laboratory.

Course Objectives

This course focuses on typography design methods in an on the job environment. We will cover how to effectively create, present and communicate typographical solutions and projects to clients. The student will learn how to market and present themselves to prospective clients and or art directors. The design process and how to incorporate typography to the final objectives will be stressed under the same constraint of a potential work environment.

*“Type is a beautiful group of letters,
not a group of beautiful letters.”*

-Matthew Carter

*This syllabus is subject to change at any time during the semester.
You will be notified of any changes.*